

What?	SMELL was first developed for use in the analysis of advertising. In the classroom, it is especially appropriate for in-depth analysis of persuasive documents.																				
Why?	This strategy introduces the skills of constructing and evaluating arguments and using primary and secondary documents to analyze point of view, context, and bias.																				
How?	<table><tr><th colspan="3">S-M-E-L-L</th></tr><tr><td>S</td><td>Sender-Receiver Relationship</td><td>Who are the sender and receiver of the message and what is their relationship?</td></tr><tr><td>M</td><td>Message</td><td>What is the literal summary of the content?</td></tr><tr><td>E</td><td>Effect</td><td>What emotional strategies does the author use? the literal summary of the content?</td></tr><tr><td>L</td><td>Logic</td><td>What is the rationale used by the author?</td></tr><tr><td>L</td><td>Language</td><td>Why did the author choose the language and style used in the argument?</td></tr></table>			S-M-E-L-L			S	Sender-Receiver Relationship	Who are the sender and receiver of the message and what is their relationship?	M	Message	What is the literal summary of the content?	E	Effect	What emotional strategies does the author use? the literal summary of the content?	L	Logic	What is the rationale used by the author?	L	Language	Why did the author choose the language and style used in the argument?
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When?	You can use this strategy when examining primary and secondary documents.																				

S-M-E-L-L

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M

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L

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L

Language